

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, August 15, 2011  
Conference Room B–Mansfield Town Hall  
(860) 429-2740  
5:00 p.m.**

**Minutes**

**Present:** Betsy Paterson and Barry Schreier

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Betsy Paterson called the meeting to order at 5:10 pm.

**2. Public comment**

There was no public comment.

**3. Approve Minutes from August 1, 2011**

There was no quorum to approve the Minutes.

**4. Review Task List**

Advertising: Kathleen Paterson said she would be ordering the bus ads, which would appear for the two weeks prior to the event. She said the new sidewalk banners would also be up for the two weeks leading up to the *Festival*. She added that she submitted event information to a number of local websites and community calendars.

Activities: The committee reviewed the list of confirmed activity booths to date.

**Ms. K. Paterson will see if pumpkins are available for a pumpkin decorating contest [Done].**

Ms. Paterson asked if there will be tours of the construction site.

**Ms. K. Paterson will discuss the idea with LeylandAlliance [Done].**

Art: Ms. K. Paterson reported that the deadline had been extended until August 19.

Food: Ms. K. Paterson said that only two food vendors had confirmed. She said she would be following up with past participants and other restaurants.

Music: Ms. K. Paterson said a notice for the local performances had been posted on the website and that she had sent emails to local groups, student groups, and groups who have expressed interest in performing in the past.

The committee approved Mansfield Academy of Dance as one of the performers.

Parade: Barry Schreier said that a follow-up email to participating groups had been drafted and would be sent the following week. He added that he and Tom Birkenholz would also call groups that may be interested in marching.

Ms. Paterson said that Governor Malloy and Senator Lieberman had declined the invitation to be in the Parade. **She will work to confirm the other political figures who had been invited [Done].**

Set-up: Ms. K. Paterson said that she and Cynthia van Zelm had met with Town staff to discuss the staging and other set-up details.

Sponsors: Ms. van Zelm reviewed the list of sponsors to date.

**Ms. Paterson volunteered to assist Ms. van Zelm with follow-up calls [Done].**

Volunteers: Ms. K. Paterson said she will be scheduling a meeting with the Town's Fire Chief, the Police, and Ms. van Zelm to discuss the possibility of having Fire Police volunteers assist with parade traffic control and other parade logistics.

## **5. Review Master Events List**

Ms. K. Paterson noted that UConn Dining Services will lend tables, tents, linens, and chairs as they had done in the past.

Ms. K. Paterson said that the pony rides had been confirmed with the vendor that did them in 2010.

## **6. Review Master Schedule**

Ms. Paterson said that UConn President Herbst had agreed to march in the parade. Ms. Paterson was not sure if President Herbst would like to speak from the stage; **she will confirm [Done].**

## **7. Review Celebrate Mansfield weekend**

Vintage Mansfield: Ms. K. Paterson said that the invitations were printed. She noted that the price had increased to \$40 and that invitations would be mailed to members and past attendees at the end of the week.

Picnicpalooza!: Ms. K. Paterson said she met with Sara-Ann Bourque who said that Dudley Hamlin and The Long River Band were confirmed. Ms. Bourque is working on a sign and other advertising efforts.

## **8. Adjourn**

The meeting adjourned at 6:00 pm.

*Minutes by Cynthia van Zelm and Kathleen M. Paterson*